

**CALIFORNIA CHILDREN & FAMILIES COMMISSION  
FIRST 5 CALIFORNIA**

**October 17, 2002  
Long Beach Public Library  
101 Pacific Avenue  
Auditorium – Lower Level  
Long Beach, CA 90822**

**Agenda Item 1 -- Call to Order.**

- The meeting was called to order by Commissioner Belshe' at 9:30 a.m.
- Action items were postponed due to the lack of a quorum.
- Jacqueline McCrosky, Los Angeles County CFC, offered welcoming remarks to the State Commission.
- Commissioner Gutierrez asked Ms.McCrosky to document the ongoing types of community organizing.
- Commissioner Vismara asked Ms.McCrosky to comment on the Equity Principles.
- Ms.McCrosky stated that the Equity Principles match exceptionally well with the adopted guiding principles of the Los Angeles County CFC.

**Agenda Item 2 -- Roll Call.**

- Present were Commissioners Kim Belshe', Sandra Gutierrez, Louis Vismara, and Ex-Officio members Genie Chough and Theresa Garcia.

**Agenda Item 3 -- Approval of Minutes, September 19th, 2002 State Commission Meeting.**

**Action by Commission:** Deferred.

**Agenda Item 4 – Chairperson's Report**

- Commissioner Belshe' reported on the following:
  - School readiness site visit to occur later in the day.
  - Governor Davis signed SB 1661 (Kuehl) into law, making California the first state in the nation to pass a paid family leave bill. This bill was co-sponsored by the State Commission.

- Universal Preschool:
  - The Packard Foundation has entered into a partnership with the Pew Charitable Trust to begin a 6 month planning process on how to achieve universal preschool. The State Commission will be working with them in this process.
  - Pledge for Kids is a program that is underway to ensure that quality childcare, preschool and after school programs are a part of this years campaign platforms.
  - Florida voters will have an initiative on the November ballot that would dedicate substantial resources to promote universal access to quality preschool for all four year olds in Florida.
  - Both Gubernatorial candidates in Pennsylvania have included funding for state preschool as part of their education platforms.
  - A new California State Department of Education grant funding preschool at four elementary school sites in the Merced City School District means that the district will be offering preschool at all but one of its elementary schools.
  - San Mateo County CFC, as well as First 5 L.A. have allocated money to begin implementation of universal preschool.
  - County Proposition 10 Commissions in Los Angeles, Santa Clara, San Mateo, San Francisco and Riverside have either considered or committed to providing universal health care for all children in their counties.
- First 5 California has entered into a two-year contract with the State Health Department for the purpose of providing federal financial participation to the State Commission to produce and distribute the Kit for New Parents to the Medi-Cal beneficiaries who become new parents. Joe Munso was acknowledged for his efforts on this front.
- The CCFC is co-sponsoring the Transfer of Knowledge Symposium on child care for children with disabilities and other special needs to be held on November 15, 2002 in Sacramento. The Commission is co-sponsoring this "Transfer of Knowledge Symposium."

#### Discussion:

- Commissioner Gutierrez asked if Universal Preschool was part of the phone survey. The Commission was informed that an upcoming poll addresses this very question.
- Commissioner Vismara asked if the Commission staff will be involved in the planning process of the preschool activities of the Packard Foundation.

The Commission was informed that upcoming meetings are scheduled to address this issue.

### **Agenda Item 5 – Executive Director’s Report**

- Jane Henderson reported on the following:

#### **Focus Area Status:**

- Staff and county commission representatives have been conducting extensive input processes to develop the funding proposals for the Commission’s five focus areas.
- In developing the five proposals, consideration is being centered on the appropriate niche for First 5.
- The focus area on Children with Disabilities and other Special Needs will likely be presented in November or January. The Migrant/Seasonal Farmworker project and the Mental Health project will follow in January or February.

#### **Hiring Freeze:**

- There are 6000 positions, statewide, to be cut. The Governor has also imposed a strict hiring freeze on state agencies, that includes boards and commissions. The position of research director, among others, is vacant and is caught in the hiring freeze.

#### **Kit Fulfillment Status:**

- The Hotline has proved to be a successful way to reach parents and disseminate Kits for New Parents. During the Commission’s most recent media campaign, orders were received for 92,000 Kits over a 3-month period. Now that the ads are off the air during the political season, orders have tapered off, but still average close to 150 per day.
- The success of the Hotline and of county partners in disseminating the Kit have unfortunately created some ongoing fulfillment problems. Staff is working with the contractor to resolve the delays in shipping and to create greater efficiency in their fulfillment process so that these problems will not resurface in the future.
- At 11 months into this program, orders have been received for over 475,000 Kits, which puts the Commission on track for the 1 million Kits that had been estimated for a 2-year period.

#### **Advisory Committee on Diversity to Participate in Statewide Oversight Evaluation Committee:**

- Dr. Henderson announced that two members from the Commission’s Advisory Committee on Diversity will be added to the Statewide Oversight Evaluation Committee. Given the complexity of the Statewide Evaluation Project, their participation and contributions will be very helpful in ensuring that the evaluation methodology and tools are culturally competent and responsive to the diverse populations served by the School Readiness Programs and other First 5 Programs.

Master Plan for Education Update:

- Since the recent adoption by the state Legislature of its Master Plan for Education, the Joint Committee responsible for it has been going through the 55 recommendations contained in the Plan and determining whether legislation will be required for implementation.
- According to Joint Committee staff, they are looking at possibly introducing a few large “omnibus” bills next year, in addition to many single-subject bills.
- One important bill related to the Master Plan was passed this past summer:
  - AB 2217 (Strom-Martin) – Sets up a Quality Education Commission to develop a Quality Education Model and to use that model to determine an adequate level of funding necessary to support a high-quality education for every student enrolled in public schools, PreK – 12.

Statewide Conference Update:

- The fourth Annual Statewide Conference of County Commissions will be held next April 24<sup>th</sup> and 25<sup>th</sup> at the Hyatt Regency in Orange County on Harbor Blvd. April 23 has been set aside for pre-conference workshops.

CBO Update:

- An update on the CBO outreach program will be included on the November agenda of the California Children and Families Commission.

Discussion:

- Commissioner Gutierrez asked for information on the Commission’s vacant staff positions. Ms. Henderson informed the Commission that there were 13 vacancies across all areas.
- Commissioner Vismara asked if independent contractors could be used. The Commission was informed that this would be a stop gap measure at best.
- Commissioner Belshe’ asked if the structure of AB 2217 (Strom-Martin) is known. Ms. Henderson informed the Commission that the Commission should be involved in the implementation of the bill.
- Commissioner Gutierrez requested that a report be prepared on the work of the Advisory Committee on Diversity, specifically the work plan, the progress of the implementation plan for the Equity Principles, and the status of the adoption of the principles by county commissions, along with a tentative schedule of meetings for the upcoming year. Commissioner Gutierrez also requested a list of people/agencies funded through the CBO program.
- Commissioner Vismara asked how the Strom-Martin bill relates to Universal Preschool. Jane Henderson informed the Commission that there is no mention of Universal Preschool in the bill.

## **Agenda Item 6 – California Children and Families Association Report**

- Pat Wheatley reported on the following:
  - CalWorks was discussed at the October 16<sup>th</sup> Association meeting.
  - Joe Munso presented a review of the fiscal forecasting model at the meeting.
  - The Association hosted Louis Caldera, Vice Chancellor, California State University System.
  - The Association hosted a presentation on Oral Health.
  - The Association discussed how the Association and the State Commission can work together on the five focus areas.
  - Several County Commissioners attended the CCAFA meeting yesterday to investigate how the various commissions can maximize and build on the expertise of many local commissioners in the area of advocacy. Ms. Wheatley indicated there would be additional regional meetings to continue these discussions.
  - The Association had several representatives at the family support and family resource public and private partnership meeting in San Francisco.
  - The technical assistance committee is working on implementing the approved regional TA.
  - Liaisons and workgroups have been established for each of the State Commission's five focus areas.

### **Discussion:**

- Commissioner Gutierrez asked for the names of each of the lead liaisons for each of the focus area work groups.
- In response to an earlier question posed by Commissioner Gutierrez, Pat Wheatley also offered to survey the County Commissions to determine how many have adopted the Principles on Equity.
- Commissioner Belshe' offered words of appreciation for the efforts of the Association.
- Ex Officio member Genie Chough expressed interest in participating in discussions with CalWorks.

## **Agenda Item 7 – Consent Calendar**

- Deferred.

**Agenda Item 10 – CCFC Strategic Planning and Revenue Forecasting – (Taken out of order)**

Chief Deputy Director Joseph Munso, as a lead-in to the discussions of the informal child care and oral health focus areas, provided the Commission with an updated revenue forecast and a listing of the assumptions included the forecasting model. The Commissioners posed questions related to the specific variables and on the issue of tobacco tax evasion. Mr. Munso explained to the Commission that various agencies are exploring the tax ramifications (both tobacco and other sales/use taxes) of tobacco tax evasion, both legal evasion (seeking out non-taxable venues for purchase of tobacco products) and illegal evasion (non compliance with the Jenkins Act, smuggling, counterfeit stamping, etc.), and efforts are underway to determine the most effective means of implementing oversight and enforcement.

In addition, Mr. Munso provided an update on the proposed format and progress towards completion of the draft CCFC Strategic Plan for 2003/04. The Commission will be provided the final draft Strategic Plan prior to the Commission's Planning Retreat to be held in February.

**Discussion:**

- Commissioner Vismara asked if the administrative account initiative allows or requires spending up to one percent. Joe Munso informed the Commission that it may spend up to one percent. Commissioner Vismara asked how the new research evaluation would tie in with the new allocation. This topic is addressed later in a later presentation.
- Commissioner Gutierrez asked for a breakdown on how much the Commission has spent in the health and child care arena.

**Public Comment:**

- Jimena Vasquez, MALDEF, thanked the Commission for its work and informed the Commission that MALDEF is embarking on a new initiative to work with children from 0-5. A copy of the report was made available to the Commissioners.

## **Introduction to School Readiness Focus Area Discussion – Agenda Items 8 and 9**

- Joe Munso presented this item. A summary of the presentation follows.
  - Introduction to School Readiness Focus Area Discussion
    - Defining CCFC's Niche
  - First 5 California
    - Directly Benefits School Readiness of Children Birth to Five
      - Supports families or providers of children birth to five
      - Promotes or provides prenatal care
    - System Improvements & Capacity Building
      - Systemic approaches and strategies versus funding direct service delivery
      - Builds capacity of systems to deliver services
    - Principles of Equity
      - Inclusive governance and participation
      - Access to appropriate services for culturally/linguistically diverse populations and children with disabilities and other special needs
      - Ensuring appropriate entities deliver services
    - School Readiness Initiative
      - Strengthens the five Essential and Coordinated Elements
      - Targets communities of high priority schools
    - Sustainability
      - Builds and improves on existing efforts and becomes an integral component of programs supported by CCFC and others
      - CCFC funds will not assume the flavor of ongoing categorical funding
      - Staged implementation to assure funding levels align with revenue projections
      - Cost effective
      - Leverages others' investments
    - Best and Promising Practices
      - Project has already demonstrated results or represents a promising practice for further research
      - Provides demonstration/model programs for adoption/adaptation
    - Integration and Coordination
      - Among First 5 California Initiatives
      - With County Commission programs
      - Among other agency delivery systems

- Collaboration
  - Involvement of County Commissions, State partners, and other key stakeholders in the design and implementation of initiatives
- Building on Community Resources
  - Supports/Builds upon positive existing community resources
  - Promotes regional/local approaches where appropriate
- State Commission Role
  - Does not duplicate other governmental agency work
  - Does not duplicate County Commission work and supports County Commission work
  - Focuses on statewide and regional or local strategies that promote systemic reform and system capacity
  - Provides technical assistance on statewide issues or best practices
- Impact on media, research, policy/advocacy, and changes in the Kit for New Parents need to be planned comprehensively, not focus area by focus area

Discussion:

- Commissioner Vismara spoke on the importance of providing leadership in the above areas and advising policy at various levels.
- Commissioner Belshe' stated that it would appropriate for the Commission to assume that the product of the work in each of the five areas will identify education and awareness related needs. There is an existing structure for the delivery of messages to a diverse audience. It would be helpful for the Commission to receive a timeline of when these issues will be brought before the Commission. Commissioner Belshe' cautioned against putting education issues that can be advanced through the media aside. Staff agreed to bring all ideas forward for consideration by the Commission.
- Commissioner Vismara requested a report on opportunities to integrate the five focus areas as part of the school readiness project.

**Agenda Item 8 – Informal Child Caregiver Support Focus Area**

- Emily Nahat presented this item. A summary of the presentation follows.
  - First 5
  - Informal Child-Caregiver Support Project



- Summary
  - This is an action item to approve \$10 million over four years for the First 5 Informal Child-Caregiver Support Project.
  - Services and programs to improve informal child-caregivers' ability to foster children's school readiness.
- Project Goals
  - The Informal Child-Caregiver Support Project is designed to support services and programs that will lead to improvements in the quality of care of young children in informal care. Specifically, the project goals are to:
    - Identify and provide effective on-the-ground and culturally and linguistically appropriate outreach strategies for engaging informal childcare givers in School Readiness Initiative communities, including those who do not receive public subsidies.
    - Identify interests and needs of informal childcare givers in School Readiness Initiative communities as well as related resources in the field in order to build on existing infrastructure and materials and ensure that CCFC strategies do not duplicate other efforts.
  - Determine what strategies are successful and how strategies must be tailored to meet the needs of different categories of informal childcare givers (e.g., intentional vs. circumstantial). Specifically, do the strategies employed to educate/support childcare givers:
    - Avail them to more resources that they use over time?
    - Prove useful/attractive to "circumstantial" care givers?
    - Modify knowledge, attitude, and/or behavior in the childcare giver?
    - Have a positive effect on the child in the several school readiness development domains?
  - Improve informal child caregivers access to training, education materials and opportunities provided by the California Department of Education (CDE), the Department of Social Services (DSS), and other entities.
  - Determine whether investments in this target group have any advantage over general investments in parent education and public engagement strategies, especially considering the high turnover rate among informal child caregivers.
- Proposal
  - Fund one or more entities to perform the following and other related activities:

- Focus Groups
  - Supplemental Materials Packet
  - Resource Guide
  - Technical Assistance
- The contractor would work with an advisory group including informal child caregivers, designated representatives from the Advisory Committee on Diversity, County Commissions, other state agencies, and key stakeholders.
- Funding Request: Up to \$2 million total over 4 years.
- Focus Groups - conduct focus groups and interviews throughout the state with informal childcare givers in School Readiness Initiative communities to identify their interests and needs, to identify effective and culturally and linguistically appropriate outreach strategies for engaging them, and to provide feedback on materials for a supplemental packet.
- Supplemental Materials Packet - collect, review, and select supplemental educational materials to include in a packet to be used by informal childcare givers to increase care givers' knowledge in how to support the physical, social/emotional, and cognitive development and school readiness of young children.
- Resource Guide - produce a program resource guide for County Commissions, School Readiness programs, and other program administrators on effective and promising/best practices for reaching and educating informal childcare givers.
- Technical Assistance - provide technical assistance and training to all County Commissions, School Readiness programs, and other partners to support those interested in developing or enhancing their own informal childcare giver support programs.
- Implementation Components to be Considered at a Future Date:
  - Increase the supply of the Kit for New Parents.
  - Produce and distribute supplemental materials for an informal childcare giver packet to include with the Kit for New Parents.
  - Demonstration Projects.
  - Funding Request: Budget of \$8 million for Future Components
- Research and Evaluation
  - Each funded component will include program evaluation.
  - Any research component will be presented as part of CCFC's overall research agenda.

- Interface/Impact on Other Programs
  - CDE's License-Exempt Provider Project.
  - Material exchange and distribution through CCFC and county level education and support programs.
  - Use of CCFC focus groups by DSS, CDE, the Child Care Resource & Referral Agencies, the Local Planning Councils, and others.
  - CCFC work related to the Informal ChildCare giver Support project will support other agencies' work and help link and direct services to the population the CCFC is interested in serving.

Discussion:

- Genie Chough asked if the quantitative research has been done to guide the qualitative research. Emily Nahat informed the Commission that there has been a lot of discussion on the topic and local commissions felt it was less important considering the funding. However, there may be more discussion on this in the context of CCFC's broader research agenda.
- Genie Chough suggested that the focus groups guide how the yet to be heard proposals might be funded in the future.
- Commissioner Gutierrez requested that the minutes reflect her support of this proposal as she will not be present at the next meeting to vote.
- Commissioner Belshe' asked for a sense of timing. Emily Nahat stated that it would take this fiscal year to do the procurement and get started on the focus groups.
- Commissioner Vismara asked if the issue of documented parents will need to be addressed within this project. Emily Nahat stated that it would not preclude a population from services but that this issue will affect program outreach and design.
- Commissioner Vismara asked if there is a need for the development of a database of those needing services. Commissioner Gutierrez responded by stating that the focus groups were a sufficient and necessary beginning to the process. Emily Nahat stated that referral connection would be a helpful component.
- Commissioner Vismara asked if the action item would be to vote on funding of the focus groups. Emily Nahat stated that it would be for that and the rest of the items in the proposal.
- Commissioner Vismara asked what would happen if the focus groups determined that the resource guide is not a high priority. Emily Nahat informed the Commission that the guide is for program managers not care givers.
- Commissioner Belshe' requested that any outstanding informational needs as it relates to parents be considered in designing questions for the focus groups.

Public Comment:

- Donita Stromgren, California Childcare Resource and Referral Network, offered words of appreciation for the work being done on this proposal. The Referral Network supports this proposal. At least 31 member agencies of the Referral Network have specifically targeted components of their program to train license exempt providers. The Referral Network has been working with a task force of representative members to look at these types of issues. The report will be completed by early December and will be available to the Commission.

**Agenda Item 9 – Oral Health Focus Area**

- Emily Nahat presented this item. An outline of the presentation follows.
  - First 5 Oral Health Initiative
  - This will be an action item to approve \$10 million over four years to support the First 5 Oral Health Initiative.
    - Goal: To significantly reduce the incidence of dental decay in the current generation of young children (prenatal through age 5) and beyond.
  - Improvement Areas
    - Parent, caregiver and general community understanding of the importance of oral health for young children.
    - Dental and medical provider supply, distribution, and qualifications for the provision of preventive oral health services for young children and pregnant women.
  - Design
    - Based on broad input and data, including a recent survey of County Commissions on their oral health activities (74% response rate).
    - Of the 43 counties responding:
      - 33 counties indicated that they had funded or will fund at least one oral health project
      - A total of 55 oral health projects funded.

- “Screening and referrals” was the most cited dental services/component.
- Project will work with Oral Health Advisory Committee which will provide ongoing input.
  - Committee membership to include representatives from:
    - County Commissions
    - Advisory Committee on Diversity
    - Dental and Medical Providers
    - Clinics
    - Training Institutions
- Three Proposed Components
  - Center for the Promotion of Early Childhood Oral Health--\$7 million total for four years
  - Policy and Advocacy
  - Insurance-based Demonstration Projects – \$3 million total for three years
- Center for the Promotion of Early Childhood Oral Health
  - Primary Responsibilities
    - Consumer Oral Health Education Program
    - Training Program targeted to medical and dental providers
  - Funding: \$7 million total for four years
- Center for the Promotion of Early Childhood Oral Health
  - Consumer Oral Health Education Program
    - Identify key oral health messages
    - Review existing materials, including those produced by the State and County Commissions (e.g., Parent Kit)
    - Select materials and develop new materials as needed
    - Distribute through First 5 programs and other programs
  - Provider Training
  - Types of Providers:
    - Dental Providers: general dentists, dental hygienists, and dental assistants
    - Medical Providers: physicians, mid-level practitioners, and nurses
  - Training Levels
    - Local and Regional training opportunities for the current pool of practitioners
    - Partnerships with Training Institutions

- Policy and Advocacy
  - Key First 5 Policy Issues
    - Increased access to preventive oral health services
    - Expanded scope of practice
    - Increased supply of provider workforce
    - Other system improvement issues
  - Oral Health Advocacy agenda will be set during the annual CCFC planning process.
- Insurance-based Demonstration Projects
  - Increase utilization of preventive dental benefits
  - Increase the capacity of medical and dental providers to serve the oral health needs of young children
  - Increase access for young children in rural and frontier areas to dental services
  - Funding: \$3 million total for three years with the leverage potential of an additional \$6 million federal match
- Insurance-based Demonstration Projects
  - Through our partnership with a state entity, e.g., Managed Risk Medical Insurance Board, these demonstration projects will be conducted through entities such as:
    - Dental and Health Plans
    - Dental providers
    - Medical providers
    - Clinics
    - Hospitals
- Types of Insurance-based Demonstration Projects
  - Provider Recruitment and Retention Projects
  - Provision of Mobile Dental Services
  - Apprenticeships for General Dentists
  - Case Management
  - Rate Enhancements and Incentives
  - Hospital-based Dentistry
  - Tele-health/telemedicine Networks

- Future Funding Considerations
  - Media Campaign
  - Parent Kit
  - County Demonstration Projects
  - Research
- Summary
  - Center for the Promotion of Early Childhood Oral Health
    - \$7 million total for 4 years
  - Policy and Advocacy
  - Insurance-based Demonstration Projects
    - \$3 million total for 3 years
- TOTAL: \$10 million

Discussion:

- Commissioner Gutierrez asked how many practitioners would be reached. Emily Nahat stated that it depends on the type of training and approach. It is difficult to make a prediction at this point.
- Ex Officio Member Genie Chough suggested including DHS, MRMIB and other external stakeholders (e.g., CMA, CDA) on the Oral Health Advisory Committee. In terms of fiscal planning for the Insurance-based Demonstration Project, the Healthy Families Program is one vehicle, another is Medi-Cal/Denti-Cal through DHS. Commissioner Belshe' stated that the near term opportunities do not preclude the involvement of other agencies in the future. Ex Officio Member Genie Chough asked why the policy and advocacy piece could not be part of the center's role. Commissioner Belshe' suggested that this may be something that the Commission should consider, but not look to as a substitute for the Commission's advocacy role.
- Commissioner Vismara asked how many counties do not have fluoride in the water supply and why water fluoridation would not be a part of the focus area. Staff informed the Commission that water fluoridation is handled as more of a local decision at the city level, in most cases.
- Commissioner Vismara asked for assurances that the center would not be duplicative with respect to existing services. Staff informed the Commission that California is deficient in this regard and it is unlikely that the center would be duplicative. Commissioner Vismara asked what guarantees are in place to ensure that the funds will be spent only on the specified targets.

- Commissioner Belshe' stated that the above question is best answered by recognizing that this Commission can affect the most change by system based intervention and training.
- Commissioner Vismara requested that the proposal include details on children with disabilities and other special needs.
- Commissioner Gutierrez asked how the training is designed to directly affect needy areas. Staff informed the Commission that providers serving School Readiness catchment areas would be given priority.
- Commissioner Belshe' recommended increased specificity even if the items were not slated for immediate action.
- Ex Officio Member Genie Chough asked for the cost of water fluoridation. Commissioner Belshe' stated that the fluoridation bill had no funding associated with it. It was estimated that the cost would be in the tens of millions of dollars.

Public Comment:

- John Roth, California Dental Association Foundation (CDAF), expressed appreciation to the Commission and staff for their work on this front. Mr. Roth noted that there has never been a coordinated front like this one for children's oral health. Thirty percent of California's population is currently receiving fluoride through the water supply. Upon completion of their fluoridation project funded by The California Endowment, it is expected that the number will increase to 50%. The cost of the project will be \$15M.
- Commissioner Vismara asked John Roth to explain why the CDAF has not taken the leading role in an initiative similar to this one. Mr. Roth stated that many of the programs have been grass root programs. The barriers to acting collectively are multi-factorial and include geography, turf issues, etc.
- Karen Blinstrub, Santa Clara County CFC, spoke in support of this proposal as it stands and the need for coordination at the state level.
- Gloria Bryngleson, San Diego County CFC, stated that in San Diego County the individual cities decide whether or not they are going to fluoridate their water. San Diego has found that it is not a capital fund issue as much as it is a political issue.
- Dr. Carla Lidner, Loma Linda University, expressed the gratitude of all in San Bernardino County for the programs that have been made possible through Proposition 10 funds. Dr. Lidner described some of the successful aspects of her programs, including dentists' education courses on how to effectively manage very young patients in the dental office. Dr. Lidner expressed concerns about the paper, specifically, expanded scope



practice (e.g., use of fluoride varnishes by dental hygienists outside dental offices).

- Commissioner Vismara asked Dr. Lidner to comment on the center. Dr. Lidner stated that people connected with dentistry be considered for the RFP. Jane Henderson stated that the word ‘center’ should be tabled as it is somewhat misleading, but rather the focus should be more on its functions/activities.
- Dr. Mel Rowan, California Society of Pediatric Dentists (CSPD), stated that his organization is thrilled with the direction of the Commission. The CSPD shares direction of the Commission as stated in their strategic plan’s goals for 2002/2003: 1) public awareness, 2) training of general dentists, 3) maximizing community clinics, 4) increasing the effectiveness of auxiliaries, and 5) reciprocity.
- Dr. Rowan suggested that members of his organization could serve on the committee.

#### **Agenda Item 11 – California 211 System Participation**

- Carolyn Wylie presented this item. A summary of the presentation follows.
  - 2-1-1: A Strategic Investment
    - “In good times and in bad, you have to choose to make some investments that don’t pay off in the near term. Some of these investments are partnerships in communities. We call it philanthropy, but I really do view it as a business investment—a business investment with a different payback period.”
      - Carly Fiorina, Chairman and CEO OF Hewlett-Packard  
San Jose Mercury News 8/5/02
  - 2-1-1: A Strategic Investment in School Readiness
    - In September, over half CCAFA members surveyed about school readiness replied:
      - Our county programs would benefit from a single point of entry Information & Referral number that is free to the calling party.
      - We believe the 2-1-1 system would enhance our School Readiness efforts because agencies would be able to provide parents with important and useful information.

- Several county Strategic Plans include goals regarding accessible and comprehensive information and referral systems for both families and service providers.
  - “The Commission recognizes the need to provide easy access to information, services, and eligibility data for programs to improve early childhood development and to maximize effectiveness. A plan to link organizations and to share information is a priority.”

Riverside Children & Families Commission—Strategic Plan, 2000

- How will 2-1-1 be implemented in California?
  - As 9-1-1 is for emergency services, 2-1-1 is the health & social services referral number designated by the FCC. The California Public Utilities Commission is due to issue the rules in November, 2002.
- What are the recommendations for general implementation?
  - County level implementation will provide local community control & networking.
  - 2-1-1 will build on, not replace, the existing Information & Referral systems.
  - Each county or region will provide services based on professional I & R standards.
- 25 counties have agencies committed to being potential 2-1-1 providers.\*
  - In Northern California, nearly 26% of the population is served by 16 potential service providers.
  - In Southern California, nearly 56% of the population is served by the 10 committed counties.

\*Compiled by INFO LINE of LOS ANGELES

- Counties are working toward a goal of 24/7 referrals and in Spanish, English, & other languages.
- How does 2-1-1 link to School Readiness efforts in counties?
  - 2-1-1 is built on existing community resources and requires cultural competency and collaboration with local partners.
  - The service will map the local service delivery system for children 0 – 5 and assist families to navigate that system.
  - The 24 hour system is designed to reduce the barriers traditionally encountered by vulnerable populations so they can access the information needed to make decisions for their families.
- What experiences have other states had that could benefit California’s implementation?
  - It has relieved 9-1-1 of up to 50% of the inappropriate, non-emergency calls that overburden that system, resulting in faster 9-1-1 response times and dramatic increases in cost-effectiveness.

- After 9/11, 95% of Connecticut calls for non-emergency information such as mental health referrals came into the 2-1-1 service, freeing other agencies.
- What other Value-Added aspects of 2-1-1 may benefit School Readiness?
  - Requests for services provide specific needs assessment information over time
  - Experience has shown 2-1-1 to spot trends and collect data on emerging community issues.
    - Example: ATLANTA 2-1-1
    - Atlanta 2-1-1 as a Social Barometer:
      - In early fall of 2001, calls for utility assistance increased 700 percent over the previous year levels.
      - United Way 2-1-1 teamed up with local gas marketers to provide a gas assistance program, averting a potential crisis for the economically vulnerable.
- Atlanta 2-1-1 as a Social Entrepreneur
  - In 1999, 2-1-1 experienced a significant increase in callers offering large-scale donations of office equipment or supplies.
  - Atlanta 2-1-1 created “Gifts in Kind Atlanta” a system to collect, process & distribute donations. It continues today.
- Why is this an important investment for CCFC?
  - Enhances access to services for families throughout the state
  - Partnering with counties to provide state-wide services augmenting School Readiness programs
  - Providing coordination and an important focus of 2-1-1 for families of young children
- How could CCFC facilitate 2-1-1 development to assist School Readiness efforts?
  - Implementation funds could be allocated regionally to assist each county/region to develop the technology and to train providers to implement professional I & R services for 2-1-1.
  - Where local and regional efforts are well underway, information dissemination and collaborative planning need to include Prop. 10 advocates and programs in their plans from the very beginning.
  - County and regional capacity building and training for uniform standards of service could begin immediately while technical implementation proceeds.
- What examples are there of S. R. involvement already in process?
  - “In rural Del Norte County, the Children & Families Commission has partnered with the Area 1 Agency on Aging to create a seamless system

that connects children and families to appropriate services. The AAA, local provider of I & R to seniors and their caregivers, is currently expanding to provide access to health and human services to all populations. “ The marriage of the two programs is pure harmony. The CFC seeks to create a Family Resource Center that includes parent education, child development activities, support groups, life skills training, Information and Referral, and a place where families can come for confidential conversations and neighbor-to neighbor meetings. Together the two programs will work to achieve common goals using shared staff & resources.”

- Dan Williams, National 2-1-1 Director, in a September address to California 2-1-1 leadership, quoted Kevin Starr, the California State Librarian who said:
  - The promise of “Community I & R” is a systems change that will revolutionize civic connectivity.
  - ” The possibility of personal interaction with information provides individuals with options ...and a social utility that reduces the stigma of being someone who must ask for help.”

Discussion:

- Commissioner Belshe’ asked how much money is being talked about here. The Commission was informed that the allocation would be \$3M total over three years.
- Commissioner Vismara asked if the Commission would be legally allowed to fund this proposal.
- Commissioner Belshe’ requested a concept paper on this proposal so that the Commission may consider, among other things, the legality of its funding the proposal.
- Burt Walrich stated that more than half of the calls received are on behalf of children 0-5 years old.

**Agenda Item 12 – Closed Session: Discussion and Status Report from Legal Counsel Regarding Pending Litigation**

**Agenda Item 13 – Evaluation Update**

Deferred to the next Commission meeting.

**Agenda Item 14 – School Readiness Site Visit**

The Orange County Commission and representatives of their local collaboratives hosted a site visit to one of the new School Readiness Programs funded through the First 5 California School Readiness Initiative. The visit, which included a tour and discussion with families and staff, was held at the Oak View School Readiness Program (Ocean View School District). This School Readiness Program site visit complemented the presentations by the four County Commissions on the accomplishments and challenges of the School Readiness Initiative provided at the September meeting.

**Agenda Item 15 – Adjournment**

The meeting was adjourned at 3:20 p.m. from the site visit. The next meeting of the California Children and Families Commission will be held on November 21 in Sacramento